

**PATENT**  
Attorney Docket No. 212722-00170

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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Applicant: Trevor Blumenau  
Serial No.: 09/490,495  
Filed: January 25, 2000 CPA Filed: October 10, 2002  
Title: Content Display Monitor  
Group Art Unit: 3625 (formerly 2165)  
Examiner: Nguyen, Cuong H.  
Attorney Docket No.: 212722-00170

**PRELIMINARY AMENDMENT**

Commissioner for Patents  
Washington, D.C. 20231

Please continue prosecution of the above-captioned application and amend the application as follows:

**In the Claims:**

Please cancel claims 66-85 and 101-102.

Please add the following claims:

242. A system in a computer networked environment for generating monitoring information about a display of content, comprising:

a content provider site that stores content, wherein the content has embedded therein at least one instruction to cause generation of monitoring information about the display of the content;

191 a content display site for displaying the content, wherein the display of the content on the content display site causes the execution of the at least one embedded instruction, thereby causing monitoring information about the display of the content to be generated; and

a remote site adapted to receive the generated monitoring information.